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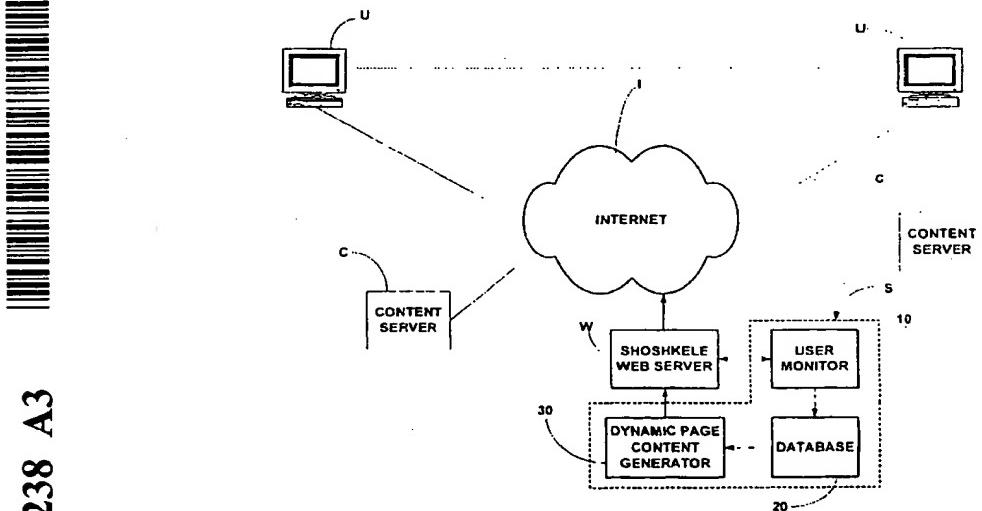
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(54) Title: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

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(57) Abstract: Advertising is presented on a computer screen of user monitor (10) in a form of an animated multimedia character that will be referred to here as a "Shoshkele™" stored in the shoshkele web server (W). The shoshkele appears on the screen of the user monitor (10) in an intrusive way at times which, to the user, are unpredictable, and it is entirely out of his control. The shoshkele can move over the entire screen of the user monitor (20) and is in the top layer of the display of the browser program, so it is not covered up by any window or object. It can also provide sound, including speech, music and sound effects stored in database (20) so that based on that data, the dynamic page content generator (3) can generate a dynamic web page with shoshkele and its entertainment value to draw user's attention.



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